



RADISH SYSTEMS ChoiceView® “Voice with Visuals” Solution



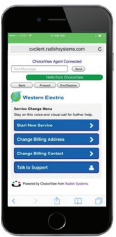
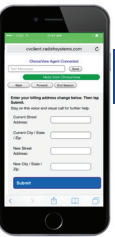
Radish Systems lets businesses better interact with customers, providing visual interactive voice response, visual live assistance, and visual AI-based Phone and Chatbot solutions. ChoiceView allows organizations and callers to experience “Wow, now I see what you’re talking about!” moments. Its ChoiceView cloud-based ‘voice with visuals’ communications platform improves the way businesses engage with end users by sharing visual content via mobile devices, tablets, or computers while talking or texting on any phone or chat call.

MARKET

Multi-modal collaboration helps businesses make money, save money, and improve user experience. Business leaders say that improving the customer experience is a high or critical priority*. Callers and agents understand 6x better when they both HEAR and SEE information**. Benefits include: higher IVR and web call containment, higher first call resolution rate, reduced costs, better user experience, and increased revenue.

- **Healthcare** – Coach remote clients and provide 24/7 visual information access to improve care, health, & costs.
- **Utility** – Use visual self-service to report outages, check on service requests, change an address, & explain bill.
- **Retail** – Visuals sell. e-Retailers add visuals to live voice / chat calls with buyers. Use visual self-service to place an order, check order status, and get product information.
- **Manufacturing, Technology, Insurance** – Use visual self-service to reset passwords & access information. Offer better technical support and customer care with visuals.

* Forrester, 2014; ** Brain Rules, 2014

 <h3>M-Commerce</h3> <ul style="list-style-type: none"> • For caller utilizing mobile device or computers for shopping • Share visual content with caller • Enable call transfer with session information to agent or website • Provide better context than current live chat and/or click to talk capabilities 	 <h3>Tech Support</h3> <ul style="list-style-type: none"> • Users require access to complex information • Reduce explanation time and errors • Share photos, videos, and documents to increase understanding • Increase first time call resolution 	 <h3>True Visual IVR</h3> <ul style="list-style-type: none"> • Provide real time visual menus, two-way visual and audio response • Enable call data transfer to website or to agent for personalized greeting and better understanding • Reduce volume of calls transferred and associated costs • Higher customer satisfaction 	 <h3>Customer Support</h3> <ul style="list-style-type: none"> • Customers need advice which is often difficult to understand and want to quickly complete transactions • Customers receive instant visuals that are saved for future reference • Available audit trail • Enable caller authentication & alpha-numeric inputs
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ChoiceView® is used by these selected customers in these markets:

- Clínica Tepeyac
- Children’s Hospital
- Social Services Non-profit
- Genomics Firm
- 211 Contact Center



COMPANY HISTORY

With extensive Voice/Data experience, the Radish founders invented and deployed the first Visual IVRs in the 1990s. In 1996, Radish was purchased by a public company that incorporated Radish's technology and protocol in its product line and became *de facto* standard for companies such as Microsoft, Intel, AT&T, Rockwell. In 2009 the original founders, Dr. Richard A. Davis and Dr. Theresa M. Szczurek launched Radish Systems to develop an innovative new software product called ChoiceView®. The technology serves the large, growing Contact Center, IVR, Intelligent Assistant, BPO, mobile, and unified communications markets.

SELECTED ALLIANCES

Radish works with industry leaders to enhance products/services with ChoiceView mobile enterprise technology.

- Amazon Corporation
- Oracle Corporation
- Montuno Software
- IVR Technology Group
- GM Voices
- Twilio
- Qualcomm Life
- GTRI
- KS Technologies
- SPS Strategic Products and Services
- Synergon Solutions
- NICEinContact

COMPANY AND PRODUCT RECOGNITION

Award-Winning, Patented Omni-channel Solutions



CHOICEVIEW IS UNIQUE



ChoiceView®

- Adds visual capabilities to both automated and live agents.
- Works with any phone and any network
- Launches from phone call, at a website, or in a mobile app.
- Compatible over-the-top with existing and new business systems.
- APIs and Developer tools. Platform access via REST APIs and web apps. Easy integration with 3rd-party apps, including CRM, mobile, healthcare, and more.
- Complete Product Solution Set. Includes a cloud-based infrastructure and endpoints (for businesses and end users).
- Deep, Disruptive Intellectual Property. Broad issued patents from 2009 on a method for joining a data session with phone or other session.

PRODUCTS

ChoiceView App allows callers during an ordinary call to receive visual information in a smartphone OR Internet browser.

ChoiceView Live Agent allows representatives to share visual information with users during phone calls and chat sessions.

ChoiceView Visual IVR allows visual menus and voice delivery to a smartphone or browser screen when the user calls into the Interactive Voice Response system.

Developer Tools ChoiceView REST APIs allow easy platform access and integration.